

The High School Orchestra, Which Will Play at the High School Auditoriu in Tonight at the Preliminary Concert Which Will Decide Topeka 's Entries in the tSate Musical Contes t at Emporia, April 28.

Morning of April 24.

to Get Busy.

Governor Postpones Consump- Work Will Begin Early in tion of Mayor's "Writeup."

Therefore Capper Isn't Really Everybody in the City Is Urged in Race for U. S. Senator.

HE'S ON STATE PAYROLL NOW

Hasn't Time to Make Political

Predictions of the Future.

More Concerned About Two
Terms as Governor.

More Concerned About Two
Terms as Governor.

Positive statements as to his sentorial plans were dodged by Governor Capper today in a discussion of the J. H. House story.

House story.

Governor Capper declared that he "hadn't really seriously considered" the United States senatorship. That was the governor's reply when asked for a confirmation of the story sent to Kansas papers this week outlining the clean up campaign. These pampiletes also tell of prizes which are offered to various boys and girls of the governor's probable candidacy for United States senatorship. That was the governor's reply when asked for a confirmation of the story sent to Kansas papers this week outlining the clean up campaign. These pampiletes also tell of prizes which are offered to various boys and girls of the boys and girls of the povernor's probable candidacy for United States senatorship. That was the governor's reply when asked for a confirmation of the story sent to Kansas papers this week outlining the clean up campaign. These pampiletes also tell of prizes which are offered to various boys and girls of the boys and girls of the boys and girls of the povernor's reply when asked for a confirmation of the story sent to kansas papers this week outlining the clean up campaign. These pampiletes also tell of prizes which are offered to various boys and girls who with shevel and brooms and they will be worth winning for they have all been selected with an eye to list what a boy or girl likes most along the problem of the substitute of the severnor's Topeka paper.

With characteristic shyness, the substitute of the content o

Envernor today displayed a desire to addente a positive statement concerning his political plans for 1918. Just above, he said, he is considering his chances to pull through two successful terms as governor. The other matter hann't been given real serious to make the political plans for 1918. Just above, he said, he is considering his cach so that there will be 15 teams at work picking up rubbish. It is remarked to the property of the propert

TURN HAIR

In a political story to Kansas newssapers this week, Mayor House doped
the governor as one of the probable
mentorial candidates in the Republican primaries two years hence. It is
a deduction, held by many wise poli-SAGE TEA

SAGE TEA

Grandma kept her locks dark, glossy
and youthful with a simple
mixture of Sage Tea
and Sulphur.

The playing of an active game of politics
even in his semi-judicial position. Now
the governor's probable candidacy is
coming up for active eonsideration.

Asked point blank tuday if he expected to make good Mayor House's
mediction of his candidacy, the govsenor dodged a positive statement or
a remark that would commit him in
the future.

TODAY'S **AMUSEMENTS**

IRIS-Alice Brady in "The Wom-an in 47" and Burton Holmes

ORPHERM—John Emerson in "The Flying Torpedo," Keystone comedy, "The Village Vampire"

comedy, "The Village Vampire" and vandeville.

COXY—Bluebird Photoplay presents Carter De Haven and Flora Parker Do Haven in "The Wrong Door."

BEST—William S. Hart in "Between Men" and Keystone comedy, "Dilazy Heights and Daring Hearts."

AURORA-"What Happened to

CHYSTAL—"Love and Vaccina-tion" and "The Quarter Breed." PRINCESS—Motion Pictures, APEX—Motion Pictures.

APEX - Motion Pictures.
FIRST METHODIST CHURCH -Concert by Miss One May Mil-

HIGH SCHOOL - High school NOVELTY-"Heights of Haz-GRAND—Dark.

(For Prices and Details see adver-isements elsewhere in this issue,]

CASTORIA For Infants and Children In Use For Over 30 Years

Always bears the Signature of Chaf H. Witches.

quested that every one have all of the rubbish on his premises placed in piles in the alleys back of his property so that the collectors can get it without having to go to any extra trouble. In this way a large amount of work can be done quickly and the city can be saved money.

be done quickly and the saved money.

Last year 1,259 loads of rubbish were collected at a cost of \$1½ cents per load and the year before 780 loads were collected at a cost of 94 cents per load so that it is hoped that the cost of collection this year may be below that of any preceding one.

The official clean up day for Topeka has been set and work will begin early on the morning of the 24th of April. The sources

Dr. Edwards Olive Ttablets are the suc-cessful substitute for calomel—there's never any sickness or pain after taking

Dr. Edward's Olive Tablets are the suc-calonel does and just as effectively, but their action is gentle and safe lustend of severe and irritating.

their action is gentic and safe lastend of severe and irritating.

No one who takes Olive Tablets is ever cursed with "a dark brown insta." a bad brenth, a dail, listless, "no good" feeling, constipation, torpid liver, bad disposition or pimply face.

Dr. Edwards Olive Tablets are a purely vegulable compound infaced with olive oil; von will know them by their oilve color.

Ter Edwards spent years among patients afflicted with liver and bowel complaints, and office tresult.

Take one or two nightly for a week. See how much better you feel and look. To and the Cilive Tablet Company, Columbus, O.—Advertisement.

Don't Let Soap

are living in an age when a younger a remark that would commit him in the future.

Hasn't Read the Story.

"I really haven't read Mayor reply, "Mrs. Capper read it and told me about it. But I haven't seen the reply. "It makes and the governor's interviewer tried again. Was the governor considering the again, which is very replying believed to the senatorship — everything believed to the mutter," was the reply. "I really haven't seriously considering the again way at all. That is two years away. Just now I am more connected about two successful terms as governor than I am about running for the senate."

Close friends of the governor are governor than I am about running for the senate. "Close friends of the governor are governor than I am about running for the senate."

Close friends of the governor are governor than I am about running for the senate. "Close friends been able to draw a distribution in the senatorship considering the senate which is so attractive. This probable candidacy. So far a statement from him concerning his plans."

TOOLA VICE

Appearance is of the greatest advantage.

Nowadays, though, we don't have the troublessome task of gathering the say at home, and it may bour the fail what you use. Most soaps and problem the required shampoos contain too much alkali, which is very injurious, as it of the important to musy mixing at home. All drug stores sell the ready-to-use is about to see the heir brittle. The best thing to use is just plain in the series and special to prove the fail what you use. Most soaps and problems, and it was very mixing at home. All drug stores sell the ready-to-use and is every found the reduct, which is very mixing at home. All drug stores sell the ready-to-use and is contained to the were made to the search and the reduction of the great statement of the search and a provention of the search and a provention of the great statement of the search and a provention of the search and a provention of the great statement of the provention of the great statement of the provent

The Music Maker FROM

The Music House

Your Sure Protection

SONS'MUSIC CO.

W. C. KING, Mgr.

Iomorrow

Beet

Chuck Roasts, per lb.........13c

Granulated Sugar

Pure Cane, 14 pounds ... \$1.00

Cheese Genuine New York Full Cream,

Wisconsin Brick

Water Cress lb......10c

A full line of Fresh Fruits and Vegetables.

Phone 4190 900 North Kan. Ave. MORNS & MYERS

"Our New House

we know that our indebtedness is re-duced with each monthly payment Why did I no commence long ago? and one of our customers the other day

The Capitol Building and Loan Association

MONEY to loan for home

DRESS UP! Classy Coats and Suits

\$1 Down PAYMENTS \$1 Week Extra Good Values for Spring

Blue Serge Suits \$15

We want the opportunity to fit one of these elegant liftee Serse Suits to your form. We want you to show your friends and in every way compare it with any \$22 suit you have ever owned, and if not superior in every way, bring it back at our expense. This is mighty strong talk, but we know we have the goods. We have many other patterns at \$15.00 and up. LADIES'

SUITS SIZ AND UP

LADIES' COATS \$4 50 AND UP





Advertising Is the Great National Business Science

In that Science the Nations of the World Will Soon be Competing Bitterly. America Leads Now, and the Advertisers of America Will Help to Keep This Country in the Lead.

By Arthur Brisbane, Editor, New York Journal and New York American

Advertising is the art of transferring an idea from your mind to the minds of others.

to the minds of others.

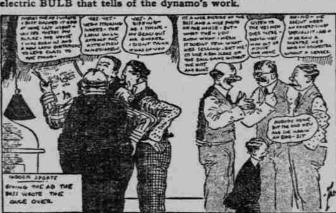
The advertiser's task is to see a thing clearly, DESCRIBE IT SIMPLY and convincingly.

The great mistake of the professional advertising man is lack of simplicity.

The most idiotic mistake of the business man who has something to advertise is the notion THAT HE CAN DO IT HIMSELF BETTER THAN A PROFESSIONAL.

The picture above, by our humorous genius Tad, illustrates the commonest folly of the business man who fails to see that you cannot be at the same moment the DYNAMO in the power house grinding out the current and the brilliant BULB that sheds light and tells what the dynamo is doing.

The business man is the DYNAMO, the advertising man is the electric BULB that tells of the dynamo's work.



The bulb that thinks itself more important than the dynamo

The big dynamo that thinks it can get along without any bulb and make a success of a lighting plant all by itself is a foolish Advertising is an art and science important to all the nations

Advertising is an art and science important to all the nations and to every man in the nation.

Advertising is to business, industry, manufactures, WHAT PRINTING AND LANGUAGE ARE TO THE HUMAN RACE. Advertising is the SPEECH OF BUSINESS. Without it business is dumb

To exaggerate the importance of advertising and of its unlimited possibilities is not easy.

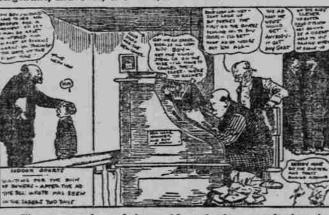
For instance, this nation of ours does thousands of millions of business yearly with other countries.

In South America the right kind of an INTERNATIONAL ADVERTISING CAMPAIGN would sell thousands of millions MORE of our products to the Southern republics alone.

And the right kind of advertising campaign in China and all of Asia would sell other thousands of millions.

The great thing is to get the RIGHT brain to do the adver-You must have the man who understands China, what China wants, what China believes, what kind of advertising language China understands.

You must have a brain similarly equipped to deal with the Argentine, and Chili, and Peru, and Brazil.



The great nations of the world are bankrupt, or bankrupting themselves as rapidly as they can.

England spends fifteen millions a day on war, lends six hundred millions to Italy, and heaven knows how many thousands of millions to France and Russia.

Soon, let us hope, war will stop, and then will begin THE GREATEST ADVERTISING CAMPAIGN THAT THE WORLD HAS EVER SEEN.

Turning from blood and murder to business once more, the nations broken in spirit and purse will begin a desperate fight to get back the business lost.

What a magnificent thing it would be for this country if the Government could clearly understand what national advertising means, and if the United States could begin NOW the great campaign of national development throughout the world that will soon be begun with terrific energy by the other nations.

From the nation that needs new markets down to the man who has just invented a new lamp wick, and wants the public TO KNOW WHAT HE HAS DONE, the world's problem in business is advertis-



To advertise means "to inform." The intelligent business man and manufacturer says: "I have produced such a product at such a price. But the world is not INFORMED and does not know what I have to offer."

The advertising man, competent and alert, says: "I can inform the world, and while you devote your energies and genius TO PRODUCTION I will devote mine to DISTRIBUTION by telling your story."

Foolish is the man who wants to build a house and thinks he needs no architect. Foolish the man with a broken leg who sends for no doctor, and trebly foolish the man with something worth selling who does not secure the services of a man WHO KNOWS THE ART OF TELLING what the business man has to say. Long since we enumerated four things that the advertiser must do or fail:

1.-He must make the public SEE his advertisement, 2.—He must make the public READ it.

3.—He must make the public UNDERSTAND it. 4.—He must make the public BELIEVE it.

Is advertising difficult? It is, indeed. It would be easier to start a new religion on a successful career in the United States THAN TO START A NEW BRAND OF SOAP.

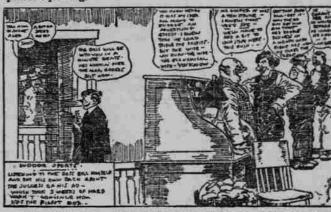
Get the name of your client's product so thoroughly in the public brain that the product and the name you advertise become synonymous. If in the United States you say "Tiffany" it means jewelry. If a say "Delmonico" it means food.

Advertising genius properly encouraged can actually take a meaning from a word as old as the language, and transfer it to a new word, to a new name.

How is this done? First of all, BY REPETITION. "Repetition is Reputation."

The great French revolutionist said that success called forth "audacity, audacity, more audacity." Advertising success calls for REPETITION, REPETITION, MORE REPETITION.

There is advertising in every year of the human being's life. The new-born baby advertises its need of food and a bath with pitiful squalling.



The little boy twisting his hat in his hand, asking for work, seeks to advertise his qualities as an office boy.

The young man in his courting is a tremendous advertising agent, hoping that he will favorably impress one who is the entire public to him and persuade her to accept what he has to offer.

To every advertiser of every kind these things are of vital importance in bringing success.

Know exactly what it is that you have to say. Know that you are telling a truth which is useful to the public. Express yourself with SIMPLICITY, for that is the greatest

Express yourself with SIMPLICITY, for that is the greatest of literary art.

There is no literary discipline as valuable as advertisement writing, if the work is understood.

You must avoid dryness, which discourages the reader.

You must avoid unnecessary words; every one of them costs money; every surplus word discourages the reader and drives him away from your advertisement.

You must know where to begin—just where your reader's interest begins. You must know where to stop, just where HE would stop if you did not.

You must avoid the appearance of preaching at the people, for the people get all the preaching they want on Sunday.

You must write exactly as though you were TALKING to the reader, for an advertisement writer is a salesman.

You must manage your public, find your way into their minds, and you must manage your client very often, for in the beginning advertising is discouraging; dollars go out and do not come in.

Many a man in business can wait patiently while a factory is going up brick by brick—knowing that the bricks must be bought and laid first. But he cannot wait patiently while his reputation is being built up brick by brick through advertising. He wants to get returns on the first load of bricks thrown on the vacant lot.

To keep him while he teaches the public is difficult—but difficulty is what makes advertising interesting.

Advertising renders public service, the great advertising renders puts his fortune INTO HIS REPUTA.

labor.

Advertising renders public service, the great advertiser puts his fortune INTO HIS REPUTATION, and if he dies his successor cannot AFFORD TO DAMAGE THAT REPUTATION.

No man sets fire to a factory that has cost millions. No man sets fire to an advertising reputation that has cost millions and injures the quality of the advertised goods. That would destroy the reputation.

Every man, excepting the fool, knows that the foundation of advertising success is honesty. And the higher you hope to build THE MORE POWER-FUL YOUR FOUNDATION MUST BE.

This is one of a series to Advertise Advertising, by the Associated Advertising Clubs of the World (headquarters Indianapolis). Write for booklet, written for buyers like yourself. Every man or woman who buys any kind of commodities will find it profitable reading.

Buy in Kansas --- Not Kansas City!